

Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

September, 1972

In this Issue:

*Help For Flood Victims
Report Child Abuse
Spotlight on Payroll Department*



BLUE CROSS AND BLUE SHIELD
EMPLOYEES
FLOOD RELIEF FUND

DATE
NAME
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TAG
REMARKS

Profile

Vol. 5, No. 2

September, 1972

Published monthly for the employees,
their families, and friends of



BLUE CROSS of FLORIDA, INC.
BLUE SHIELD of FLORIDA, INC.

532 Riverside Avenue
Jacksonville, Florida 32201

EDITOR

Carole Utley Public Relations

REPORTERS

RIVERSIDE BUILDING

First Floor Jett Folds,
David Mullis
Second Floor Deborah Moody
Third Floor Ann Goble
Fourth Floor Rosamond Rudd
Fifth Floor Yvonne Bishop
Seventh Floor Tommie Curry
Eighth Floor Patty Padgett
Ninth Floor Cristy Groover,
Reva Oliver
Tenth Floor Rochelle Dryden

UNIVERSAL MARION BUILDING

Second Floor Nan Key
Third Floor Edith Parker
Fourth Floor Jane Williams,
Johnnie Byrd,
Pat McCall
Fifth Floor Martha Poplin
Sixth Floor Sam Watson
Seventh Floor Cathy Willis
Eighth Floor Carolyn Sands
Ninth Floor Lynn Sea
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700 BUILDING Mollie O'Neill
537 BUILDING Diane Watson

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Communicators**
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®American Hospital Association
®National Association of Blue Shield Plans

FROM JACKSONVILLE TO WILKES-BARRE:

Donations Pour In

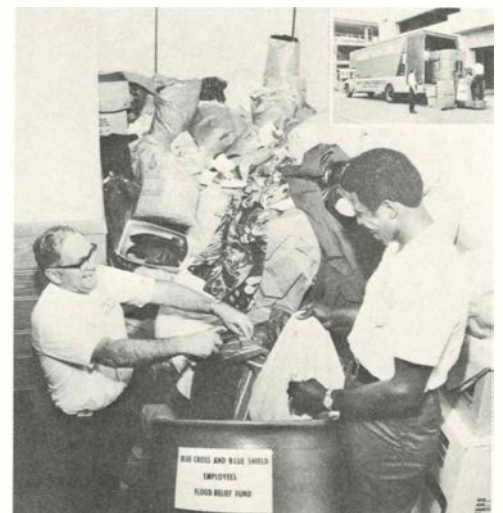


This is what remains of the houses along South River Street, a middle-income neighborhood in Wilkes-Barre. (From FORTUNE magazine, August 1972.)

ABOUT THE COVER . . .

Arlie Wheeler, left, and Willie Reese help sort through clothing donations from Jacksonville employees for co-workers in Wilkes-Barre. Altogether, over 40 cartons of clothing were donated.

Allied Van Lines made its own contribution to the flood victims. They transported all cartons to Wilkes-Barre free of charge. Building Manager Derald Smart looks on as his men help load the van for shipment.



"WE CARED"

Northeastern Pennsylvania Blue Cross employees will never forget Friday, June 23. On that day, the Susquehanna River crested at more than 40 feet, spilling over hurriedly sand-bagged dikes and inundating the city of Wilkes-Barre with 10, 12, and in some parts 14 feet of water when Hurricane Agnes roared through the Wyoming Valley region.

Out of 220 employees in our Wilkes-Barre office, 70 employees and their families lost nearly everything they had when their homes, clothing and other possessions were destroyed.

Blue Cross Association President Walter J. McNerney wired Blue Cross and Blue Shield Plans across the

nation for help for these flood victims and Florida employees immediately responded by bringing clothing donations by the hundreds of pounds and cash totaling \$366.02.

A check for this amount was sent to Ralph S. Smith, President of the Wilkes-Barre Blue Cross Plan, for presentation to his employees. The Jacksonville Employees Club spearheaded the collections, and the Building Services Department picked up clothing donations from the six Jacksonville offices. Men's, women's and children's apparel were separated into more than 40 packing cartons and Allied Van Lines in Jacksonville loaded them for shipment directly to Wilkes-Barre.

Office Damage Extensive


Not only were one-third of the employees personally affected by the flooding disaster, but the office also suffered extensive damage. The Susquehanna River rose to six feet in the downtown home office building. When they returned to work on that sad Monday, they found "utter destruction" in the basement. Printing presses and other equipment were buried in the mud. The entire inventory of printed material was destroyed, as well as computer backup tapes. Furniture damage was extensive. It took 10 men almost three weeks to remove 300 tons of debris from the lower floors. From improvised "clotheslines" hung hundreds of payments and claims eased out of sodden mail sacks. They learned that 20 percent, or 700, of the Plan's enrolled groups had been put out of business, some perhaps permanently.

On July 14, the Blue Cross building was the only one in the eerily desolate downtown with full power. The illuminated Blue Cross symbol on the roof was the only lighted sign in the stricken city, which counted 25,000 homes damaged or ruined with more than 40,000 persons homeless.


Through tireless efforts, operations at the Wilkes-Barre Blue Cross Plan were almost fully restored three weeks after the flooding.

The officers of the Employees Club extend heartfelt thanks to their fellow employees for coming to the aid of their sister Plan. One can only imagine what the total effort of all Plans will mean to our neighbors in Wilkes-Barre. (By the end of August, 16 Blue Cross Plans had donated \$14,000 to the emergency relief fund.)

For Flood Victims



Blue Cross
of Northeastern Pennsylvania



PHONE: 824-3741 AC 717
BLUE CROSS BUILDING, WILKES-BARRE, PA. 18701
PENNSYLVANIA BLUE SHIELD

REC-512 7

August 4, 1972

Ralph S. Smith, President

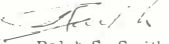
Mr. J. W. Herbert, President
Blue Cross of Florida
532 Riverside Avenue
Jacksonville, Florida 32201

Dear Jack:

Many thanks for your letter which I received this morning containing a check for \$366.02 for our employees' Flood Relief Fund. The magnificent response from the Blue Cross Plans throughout the country has done much to ease the burden with which these people are faced.

Thanks again on behalf of our whole staff. May God bless you all!

Sincerely,



Ralph S. Smith
President

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A check for \$366.02 and a letter from Mr. Herbert were sent to Ralph Smith to be distributed to the flood victims. The letter above contains a portion of Mr. Smith's remarks.

three/Profile

You're at a social event . . . enjoying yourself . . . then someone says, "You work for Blue Cross, don't you? Why is your health care coverage more costly than some of those other plans I see advertised in the paper?"

Would you beat a hasty retreat, attempt to change the subject, or would you have sufficient facts in mind to give him a knowledgeable reply?

Up-to-date facts about Blue Cross — how it evolved from a group of Dallas teachers to the present nationwide system which serves over 100 million Americans through its own programs and those it administers for federal and state governments — can be found in **The Blue Cross Story**.

The **Blue Cross Story** is now available in a four-color, 40-page booklet. It traces the development of the system from 1929, when Justin Ford Kimball, vice president of Baylor University, first conceived of a hospital cost coverage plan, through its years of unprecedented growth as it became the nation's largest health protection plan, to its present position of virtually universal acceptance by the public, hospitals and health professionals alike.

The **Blue Cross Story** accentuates the Blue Cross philosophy of "service benefits" offered through the 74 community service organizations working together under the Blue Cross banner and compares the major differences in that system and the nation's health insurance indemnity programs.

Essentially it is the story of a system working to meet the needs and new demands for health care of a growing nation.

Fifteen four-color photographs illustrate the text and help dramatize the importance of Blue Cross as a system, especially in the administration of nationwide programs that began to evolve in the 1930s.

New priorities, as Blue Cross looks to the future, are described in chapters on Blue Cross involvement in experimental programs affecting the cost, quality and availability of health care.

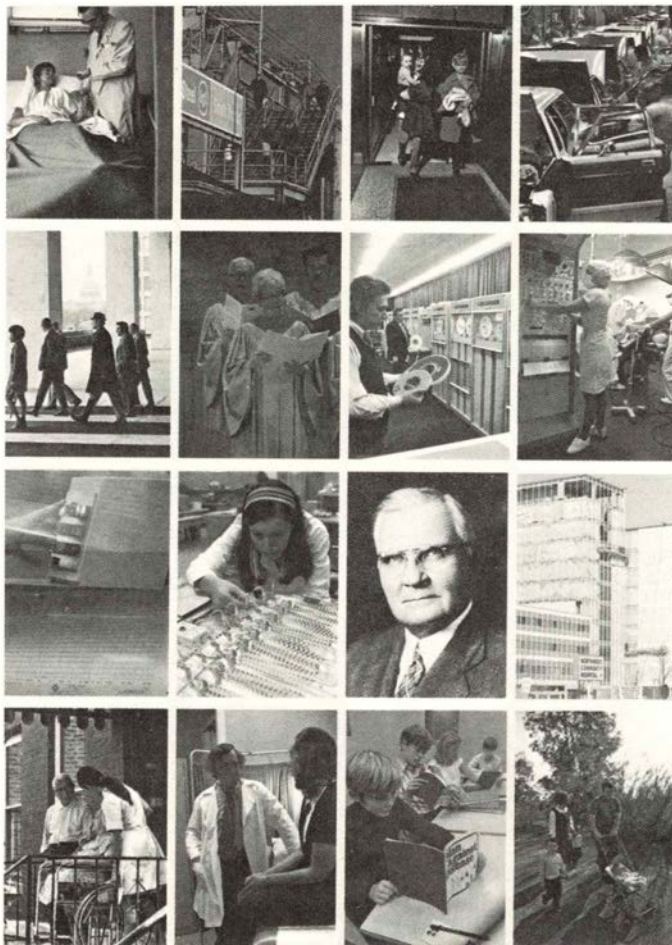
The **Blue Cross Story** gives special attention to the role of Blue Cross Plans in influencing hospital efficiency; controlling over-all health care costs; activities in areawide planning and in the development of new kinds of benefits that stress more appropriate and less costly alternatives to hospitalization.

The growing activities of Plans in the development of prepaid group practice programs and in helping the health care system make services more readily accessible to the poor also are part of the attractive, paperbound booklet.

The **Blue Cross Story** is yours free just by calling the Public Relations Department and asking for a copy.

the Blue Cross story

Read It! You'll Like It!



Reasons for child abuse are numerous. One of the parents may have a deeply-rooted resentment of the child because since his birth the marriage relationship has ceased to be as glamorous as it once was. If the child cries a lot, the parents may feel they are failures and see the crying infant as proof of their failure.

Parents often have children before they are mature enough to accept parenthood. They don't like being tied down. If the child demands more attention than the parents want to give at a particular time, they may resort to a physical attack on the child.

Child abuse can have a lasting physical and psychological effect on the individual. Many children suffer damage to their internal organs from being kicked in the side or stomach; other youngsters sustain brain damage which can lead to physical handicap or mental retardation.

A person's social life can be hindered if he was abused as a child; body or face may be scarred or disfigured. This can lead to a personality disorder which can prevent the person from entering into a meaningful relationship with a member of the opposite sex.

In the event that an abused child marries and has children, there is strong evidence that shows he will abuse them as he was once abused. "Today's battered children are often tomorrow's battering parents," said Marlene Saunders on a recent TV special entitled "Children in Peril."

When medical care is sought, the parent responsible usually attempts to explain the child's injuries as the result of an accident. If the attending physician notices an abnormal number of injuries such as burns or scars, he may be justified in suspecting child abuse. He may consult the child's medical history and order a series of X-rays, so he will be able to determine whether the child has indeed been abused.

Under the new Child Abuse Statute which went into effect July 1, 1971, any physician, nurse, teacher, social worker or employee of a public or private facility serving children who has reason to believe that a child has been abused must report the

case to the Florida Department of Health and Rehabilitative Services.

This department is responsible for the receipt and investigation of reports of child abuse and maltreatment, as well as the establishment of central registries for such reports.

Failure to make such a report will subject the individual to a possible 60 days in jail or a \$500 fine. The Statute also guarantees any citizen reporting a case of child abuse absolute immunity from any civil or criminal action brought by the parents or anyone else, if the report is made in good faith.

SOME PARENTS TREAT THEIR KIDS LIKE THEIR KIDS TREAT THEIR TOYS



REPORT CHILD ABUSE

The division has established a statewide reporting system which is available 24 hours a day, seven days a week, to all persons mandated by law to report child abuse as well as to Florida citizenry in general.

WATS (toll free) telephone lines, manned around the clock, have been installed in the Jacksonville headquarters on the Arlington Expressway where a state central registry has been established.

Persons living within Duval County do not need to use the WATS line and should call 725-8388. Residents

throughout the rest of the state should call 1-800-342-9152.

Statistics are now being gathered statewide, but it appears that about 4000 to 5000 reports of abuse, neglect or other maltreatment have been reported to the agency since telephone lines were opened several months ago.

Over 60,000 child abuse cases are reported in the U.S. each year, and it has been estimated that only a fraction of actual cases are reported.

More than half of the cases reported involve children under the age of four. One-fourth of these children die, and most who die are under the age of two.

A study by the American Humane Society points out that child abuse is a common occurrence among all classes. In the majority of the cases the father is the parent who abuses the child, but in many cases the mother also contributes.

Mary Ann Thurmond, a casework supervisor for the Florida Division of Family Services in Gainesville, explained that social workers divide child abuse into two distinct categories: child abuse and child neglect.

A bona fide child abuse case would be where a child is physically injured intentionally by an adult. Instances would be a severe whipping of the face, being thrown against the walls of a room or being exposed to a lighted gas flame of a stove or a lit cigarette. Child neglect is where the child is denied proper housing, food, clothing or medical treatment willfully.

Miss Thurmond said it is important to determine if the neglect is brought about willfully or if it is caused by circumstances which prevent the family from providing adequate services. If the child is denied proper medical care because the parents simply don't want to pay the medical bills even though they can afford to, it will constitute child neglect.

On the other hand, if the child is denied medical care due to the lack of finances to pay the medical bills, his parents will not be considered neglectful.

MORE THAN 100 MILLION NOW SERVED BY



Blue Cross marked a major milestone by serving more than 100 million persons in North America during 1971. (Florida's Blue Cross members make up 1,547,000 of this total.)

The historic milestone was reached as Blue Cross Plans also paid a record high of \$13.6 billion in health care benefits through its private and government programs during 1971.

The record figures were announced in a report by the Blue Cross Association, coordinating agency for the 74 Blue Cross Plans in the United States, four in Canada and one each in Puerto Rico and Jamaica.

Year-end figures also showed that only 5 cents of every dollar paid by Blue Cross subscribers was used for administrative expenses — the lowest dollar operating record since 1966. Approximately 95 cents of every dollar received from subscribers was paid out for health care benefits.

"Blue Cross has expanded at an explosive rate during the past decade," said Walter J. McNerney, Blue Cross Association president, noting that in 1961 Blue Cross served about 60 million persons and paid out \$1.9 billion in benefits.

Of the more than 100 million persons served by Blue Cross, the number of Americans enrolled reached a new high of 75 million — 37 percent of the population. This is an increase of 1.5 million over the 73.5 million enrollment of 1970.

Eighty-three percent of the enrollment was in groups while the remainder had non-group coverage.

The four Canadian Blue Cross Plans and Jamaica and Puerto Rico accounted for a combined enrollment of more than 5.1 million persons.

An additional 22 million persons were served by Blue Cross through its administrative role in government programs, including Medicare for persons 65 and older, Medicaid for the medically-indigent, and CHAMPUS, a medical care program for the dependents of armed forces personnel.

Of the \$13.6 billion in benefits paid out in 1971, Blue Cross paid claims totaling \$6.3 billion on behalf of its U.S. subscribers, a 20 percent increase over the \$5.2 billion paid out in 1970.

Blue Cross also paid out \$6.6 billion in its administrative role in government programs. Most of this amount — \$5.0 billion — was for Medicare claims. Blue Cross paid an estimated \$1.5 billion on behalf of some 6.7 million Medicaid recipients and approximately \$100 million was paid under the CHAMPUS program.

Approximately \$700 million in claims was paid by the Blue Cross Plans in Canada, Puerto Rico and Jamaica.

Last year, Blue Cross subscribers accounted for 8.4 million hospital admissions and 11 million outpatient visits. The hospital inpatient rate remained at 125 per 1,000 subscribers, the same as in 1970. However, the outpatient rate of 165 claims per 1,000 subscribers represented a 13 percent increase over 1970.

Significantly, the average length of stay for each hospitalized patient fell for the third straight year, and is now 7.1 days, compared with 7.2 days for 1970. These figures, along with the higher rate of outpatient visits, continued a trend begun in 1969, and illustrated Blue Cross interest in less costly alternatives to hospitalization.

Twenty-three Blue Cross Plans had year-end memberships of over one million each, and eight of those were over the two million mark.

Those eight, and their memberships, are: New York, N.Y., 8.5; Detroit, 5.0; Newark, N.J., 3.6; Boston, 3.1; Chicago, 2.9; Philadelphia, 2.3; Pittsburgh, 2.2; and Dallas, 2.1.

Save Betty Crocker Coupons from over 175 General Mills products



"OPERATION COUPON"

Through your donation of "BETTY CROCKER COUPONS" this truck can be purchased to deliver Life Sustaining Machines (Kidney Machines, Heart Pumps, etc.) to needy individuals and hospitals across this nation.

This is an ambitious operation as it is the "first step" to establish the needs of every community.

Individuals, Churches, Clubs, etc. can provide a most needed service in their community by donating BETTY CROCKER COUPONS to:



"OPERATION COUPON"
P.O. BOX 7848
JACKSONVILLE, FLA. 32210

Sponsored by the American Heart
& Kidney Transplant Foundation



The American Heart and Kidney
Transplant Foundation

The above photograph depicts a poster concerning "Operation Coupon" which is sponsored by The American Heart and Kidney Transplant Foundation. The Blue Cross and Blue Shield Employees Club was contacted to urge employees to save coupons and mail them to P. O. Box 7848, Jacksonville, Florida, as indicated in the above picture.

This national Foundation exists and is available for the express purpose of assisting anyone suffering from a heart or kidney problem. According to Mr. Karl Busch, National Director, 2,000 people died in Florida last year from kidney failure alone.

Blue Cross and Blue Shield employees are asked to support this "operation coupon" drive by sending coupons to the address above. Perhaps employees belong to an organization which would also be interested in sponsoring this type of project.

A Liveable Philosophy

TAKE TIME TO THINK — thoughts are the source of power.

TAKE TIME TO PLAY — play is the secret of perpetual youth.

TAKE TIME TO READ — reading is the fountain of wisdom.

TAKE TIME TO PRAY — prayer can be a rock of strength in time of trouble.

TAKE TIME TO LOVE — loving is what makes living worthwhile.

TAKE TIME TO BE FRIENDLY — friendships give life a delicious flavor.

TAKE TIME TO LAUGH — laughter is the music of the soul.

TAKE TIME TO GIVE — any day of the year is too short for selfishness.

TAKE TIME TO DO YOUR WORK WELL — pride in your work, no matter what it is, nourishes the ego and the spirit.

TAKE TIME TO SHOW APPRECIATION — thanks is the frosting on the cake of life.

HOW YOUR PAYROLL CHECK IS PREPARED



Ray Edwards delivering collected time sheets to Supervisor, Beverly Harkey.

When you receive your bi-weekly pay check from Blue Cross or Blue Shield, it may appear at first glance that it's a pretty simple thing for the Payroll Department to prepare. But it's not all that easy. It's a complicated process that begins a week before. And it means that important deadlines must constantly be met to make sure that there is no slow-up in the flow of processing and preparing your pay check.

For you it's a comforting thought to know that the payroll unit has never missed a deadline. This means that there's at least one thing you've always been able to count on — getting paid on time.

It all starts on Friday afternoon in the Riverside area and on Monday morning in the Universal Marion Building when Supervisors check the time sheets to make sure that all information on them is fully recorded and accurate. This is probably the most important step because at this point the Supervisor makes the exact determination of how much pay the employee will receive for a specific pay period. Mistakes at this crucial point mean mistakes on your pay check.

Payroll's Ray Edwards collects the sheets and returns them to Beverly Harkey, Payroll Supervisor, for processing.

Maxine Thomas takes the next step and types all exceptions on an O.C.R. typewriter. These typed sheets are then run through the O.C.R. reader and a magnetic tape is prepared. These tapes are edited weekly and corrections made. The final steps of payroll are done on Tuesday before pay day on Thursday.

Once the payroll clerks (Michelle Robinson handles Blue Cross and Joan Smith handles Blue Shield) determine that the input prepared has been thoroughly edited, checks are written.

While the routine of preparing pay checks is going on, many other procedures are being handled in the payroll unit.

Edna Watson has the important job of notifying Supervisors when increases are due and preparing the necessary forms to increase the employees' salaries upon approval from management.



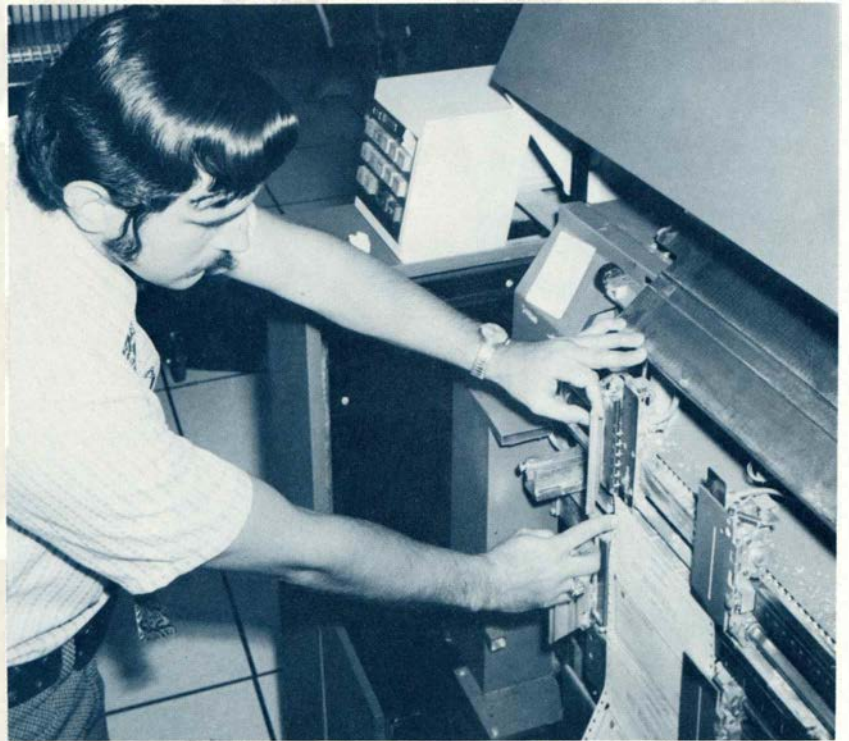
Maxine Thomas typing time sheets for O.C.R.

Marie Smith handles the input and keeps records for the numerous kinds of insurance and bonds requested through payroll deduction.

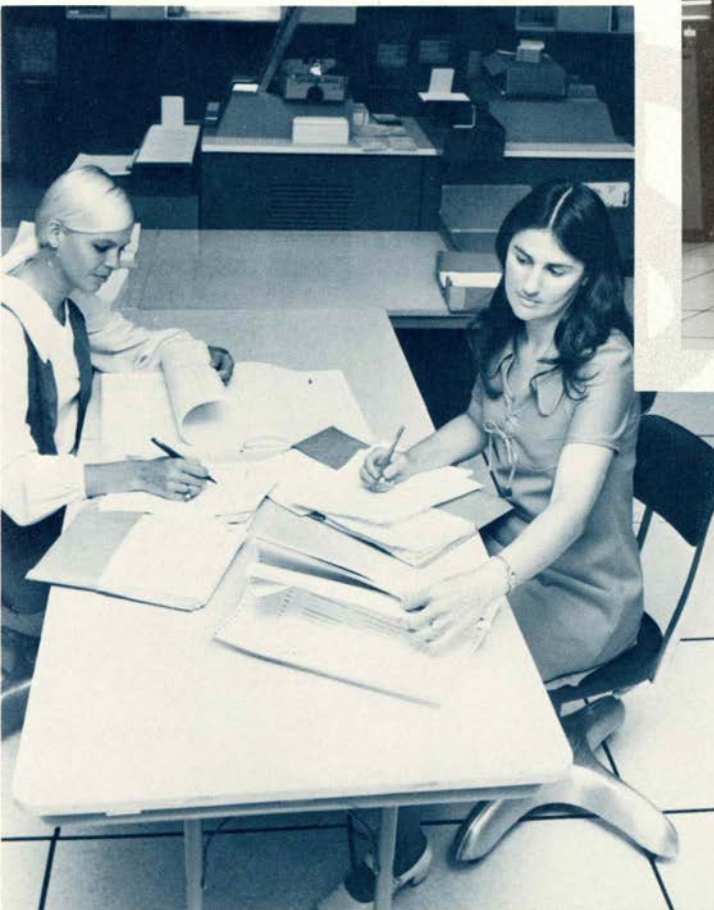
Having the checks printed is not the end of the payroll cycle. They then must be decollated (bursted and trimmed) and taken to Accounting for signature. From there they go to the Mail Room to be stuffed in envelopes and back to Payroll to be sorted by department and Supervisor for distribution.



Linda Dowling and Maxine Thomas running O.C.R. sheets.



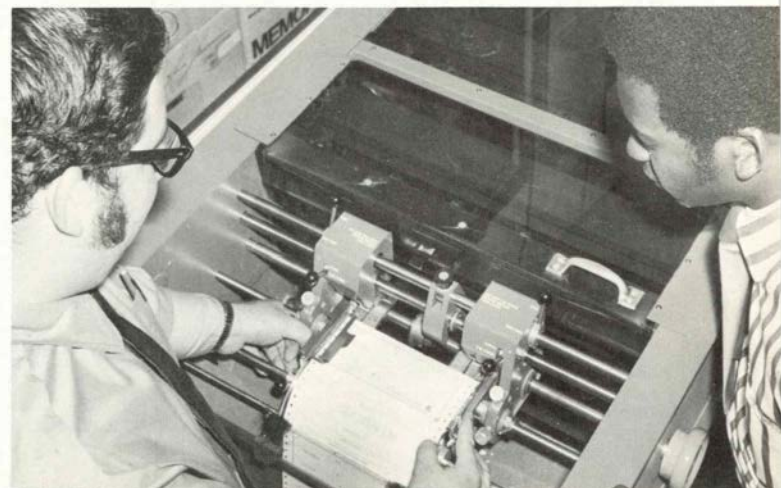
Harry Lyons lining up paychecks on printer (EDP).



Michelle Robinson and Joan Smith checking output during payroll run.



Harry Lyons and Mark Drake printing checks (EDP).



John Townsend and Lonnie Wiggins bursting checks (Burster Room).



Phil Wells, Sharon Leite, and Char Smith (accounting) using check signer.

The Jacksonville office handles 718 people under Blue Shield and 1,426 people under Blue Cross, for a total of 2,144. This includes all the employees in the entire state of Florida. The field checks (outside of Jacksonville) are mailed on Wednesday afternoon and the Jacksonville checks distributed on Thursday morning.

Back in the Payroll area the work is far from being finished. There are many computer reports to be balanced and distributed before the never-ending cycle begins once again.



Ray Edwards distributing checks to Dorothy Gordon on Tuesday.



Bob Newhoff, Earl Johnson (mail room) stuffing checks.

Joan Smith and Michelle Robinson distributing computer reports at the close of another pay cycle.



The payroll department begins gathering data for another pay day. From left are Maxine Thomas, Michelle Robinson, Ray Edwards, Edna Watson, Beverly Harkey, Marie Smith, and Joan Smith.



PERSONNEL..ITIES

DARIS FOY PROMOTED



Daris Foy

Analyst in July, 1968.

He's a native of Jacksonville, graduated from Robert E. Lee High School and received a B.S. degree in Business Administration from John N. Stetson University in 1957. He also served four years in the Air Force and was discharged as a S/Sgt.

He and his wife, Betty Jane, have three daughters, Holly, Belinda, and Melissa.

Daris Foy has been promoted from a Systems Analyst to a Senior Systems Analyst, effective July 15, it has been announced by Larry Bold.

Daris has been working for Blue Cross and Blue Shield for 5½ years, beginning as a Programmer in January, 1967. He was later promoted to Systems

MIROS NEW WEST COAST REPRESENTATIVE

Because of increased business on the west coast, a new Service Representative has been added in the St. Petersburg, Tampa and Sarasota areas.

John Miros, a West Virginia native, joined Blue Cross and Blue Shield on June 19 to service groups in the above areas.

John graduated from Huntington East High School in Huntington, West Virginia, and attended Marshall University in Huntington, as well as a sales school in New York.

He had 26 weeks of Airborne Radio School during four years in the Air Force, and six months of Flight Engineer School in Burbank, California. His experience as a marketing representative includes work for National Cash Register, General Telephone and Electronics and IBM in Gainesville, Florida.

John will be working out of our Tampa branch office, under Manager Larry Bartlett.



Receiving his Sales Certificate for completion of a training course in Jacksonville is John Miros, center. President J. W. Herbert, left, presented this certificate to John on June 30, and was joined by Bob Hulsey, Sales Training Coordinator.

JIM GUTHRIE ON NATIONAL COMMITTEE



Jim Guthrie

The Joint Accounting Committee of the Blue Cross Association and National Association of Blue Shield Plans in Chicago has organized a subcommittee for the express purpose of developing a budget manual that would be appropriate for all Blue Cross and Blue Shield Plans to use.

Jim Guthrie of our Accounting Department has been selected to participate as a member of the three-man subcommittee. His experience, knowledge and interest in the subject will add significantly to the success of the subcommittee's efforts.

Their objective is to complete this project by the end of 1972, and while much of the work that will be required can be completed by each member at his own office, other meetings may be necessary to review, discuss and coordinate each member's progress. Jim will probably travel to Chicago for these meetings.

JOHN BROTHERS NAMED TO SME BOARD OF DIRECTORS



John Brothers

Southern Regional Manager, John Brothers, has been honored by being named to the Board of Directors of Sales and Marketing Executives of Miami.

A member of this organization for three years, John advises he has gained a great deal of sales and marketing experience and knowledge from this

organization, which meets the second Monday of each month.

John is located in the Coral Gables branch office and has been with Blue Cross and Blue Shield of Florida 26 years this month.

SECTION LEADER PROMOTIONS

Yvonne Palmer has been promoted to Section Leader for regular billing in the Florida Combined Insurance Agency, effective June 19. She was formerly the FCIA training clerk.

Yvonne is located on the second floor of the Agency Building on Myra Street and has been a member of that department since February 23, 1970 when she was employed as an account billing clerk.

Alice Strickland was a Correspondence Clerk in CHAMPUS before her promotion to Section Leader on July 3. She's been in that department since she was hired in April, 1969 and is located on the fourth floor of the Riverside Building.

\$130.00 AWARDED FOR WINNING IDEAS

A total of \$130.00 has been awarded to five employees for winning suggestions.

The biggest winner is Thelton Stanley, Computer Operations tape librarian, who suggested the installation of a safety device on each floor of the Riverside Building to enable the mail boys to stop the mail lift in the event a mail bucket is not properly seated on the lift. This idea earned him \$60.00.

Prior to Thelton's suggestion, when the bucket holding mail was placed on the lift, there was no way to stop the system in the event the bucket was picked up incorrectly. The installation of the safety device would reduce the amount of time required by Building Maintenance to service the lift, once the bucket falls. If a bucket is destroyed, \$40.00 is lost.

Estimated money saved as a result of his suggestion is \$600.00 a year. His award, \$60.00 is ten percent of the estimated annual savings.



Thelton Stanley receives \$60.00 check from Cecil Rivers, Vice President - Data Processing, for winning suggestion. EDP Operations Manager, Odis Powell, looks on.

Shirley Sellars, control clerk, Subscribers Service, is the next biggest winner with a \$38.00 check for her suggestion concerning the revision of form B1-201, which will reduce the amount of group refund checks that have to be issued.

Sharon Leite, Accounting Department, won \$12.00 for her idea to reduce the number of blank checks received in Accounting with each batch of checks from ten to five, except for part B.

A \$10.00 check went to Linda Anderson, Utilization Review Department Analyst, for her idea concerning computing physicians' refund on 7092's print-outs, used in her department.

Jean Lambert, Federal Employees Program clerk typist, suggested having from B5a-121 printed up in four copies to save time inserting carbons. This idea won her a \$10.00 check.

MARKETING PERSONNEL VISIT BRANCHES



Billie Jo Thomas, left, was one of the visitors in Jacksonville from the Gainesville office. She and Brenda Grambling, Branch II office in Jacksonville, also visited several departments in the Riverside Building. Here, they talk with Subscriber Service Assistant Manager Mary Flesher, and Doris Dyer, right, who is the Field Training Coordinator.

During the first two weeks of July, Marketing Personnel from Jacksonville visited branch offices throughout the state to review such topics as Usual, Customary and Reasonable, Reciprocity, New Major Medical benefits, and Well Baby Care. The latter is a new rider on our contracts which is optional.

Bob Hulsey, Sales Training Coordinator, and Dave Hazlehurst, Manager of Sales Support, personally visited all branches in the state except for some in the Northern Region. The sales representatives and branch secretaries from Gainesville, Ocala, and several girls from the Jacksonville branch office met in Jacksonville on July 17 to discuss the above topics.

Also in attendance at the meetings were Physician Relations Representatives and other field personnel.

Marriage In Panama City

Harry Lucas, Hospital Relations Representative in the Panama City office, was married to Rebecca Treadwell on June 23. She is Administrator of the Holmes County Hospital in Bonifay, Florida.

Harry and Rebecca met before he came to work for Blue Cross and Blue Shield, which was March 3, 1969.



Harry Lucas

MEDICARE B PROMOTIONS

The following promotions and transfers have been announced by Medicare B Manager Roger McDonell.

Allie Evans has been promoted from a Section Leader in the Prepayment Screening Department to Supervisor of a new Night Claims Examining Department, beginning work at 2:00 p.m. and ending at 11:00 p.m.

Allie is the mother of three children and has had some nurses training. She has been an employee since December, 1967, and has worked in the Medicare B Department since that time.

Another promotion to Supervisor involves Laura Rountree, who was formerly a Section Leader of the Informal Review Section. Laura will supervise the Claims Examining Training Department where she will act as an instructor. She has replaced Anne Peiker who was transferred to Nathan Oplinger's secretary in Utilization Review.

Laura is a native of Charleston, South Carolina and moved to Jacksonville when she was a youngster. She graduated from Bishop Kenny High School, and is a member of the Rebels, the top women's softball team in the city. She was previously a pitcher for the team and now plays first base. Laura has been an employee in Medicare B since September, 1968.

Succeeding Laura as Section Leader in the Informal Review Department, is Margaret Joseph who was promoted to Section Leader from her position as Special Claims Examiner. Margaret has been an employee in Medicare B since January, 1969. She has been replaced by Evelyn Holmes and Penny Trimble who have now assumed the responsibility of Special Claims Examiners.

Wedding



Johnsetta Gardenhire became the bride of Ulysses Mack on June 1, at the home of Mr. and Mrs. Joe Lamb. A reception in the Golfair Boulevard Holiday Inn followed.

Johnsetta has been employed for three years and presently works in the Blue Cross Special Services Department, while "Mack" has been employed for 18 months, and is located in the Printing Department.

Employees in the wedding included Bernard Jackson, who was best man, and Gracie Durham who was matron of honor.



Laura Rountree, left, and Allie Evans.

MEDICARE B EMPLOYEE RECEIVES SCHOLARSHIP



Juanita Hudson

Juanita Hudson, Claims Examiner in Medicare B, has received a scholarship for \$2,200 from Florida Junior College in Jacksonville. This award, presented to her on July 21, will enable her to complete her studies. She has been attending FJC since the winter quarter of 1971 and has maintained a B average. She applied for a nursing scholarship, and because of her high grades received the \$2,200 award.

She has been transferred to the Medicare B Claims Examining night shift as a part-time employee until she completes her studies. At that time, she plans to return as a full-time employee. After completion of her college she is hopeful it will be beneficial to her job in the medical field here at Blue Cross and Blue Shield.

Juanita has been an employee since October 27, 1969 when she was first employed in Medicare A. She transferred to Medicare B in May, 1971.

CHANGES IN MEDICARE B CLAIMS

Medicare B Special Assistant John Randle has announced some changes in the Medicare B Claims area on the fifth floor of the Universal Marion Building.

Mary Jennings has been transferred from the Edit Department to Claims Examining as an additional Supervisor. Claims now includes five Supervisors: Jessie Cobb, Peggy Wakefield, Martha Poplin, Jackie Baxter, and Mary.

Mary is succeeded in her previous job by Supervisor Barbara Oglesby who has assumed the responsibility of the entire Edit section.



This photo shows the fifth of six cooling towers being installed on the roof of the West Building parking garage in mid-August. The specific function of these towers is to control the water temperature for the air-conditioning for our entire complex of buildings.

Building Manager Derald Smart advises their combined operating weight is 122,880 pounds, or 61½ tons. The six 25-horsepower fan motors cool 631,620 cubic feet of air per minute. Water through this system recirculates 6,000 gallons per minute, or 8,640,000 gallons per day. These towers extract 2,070 tons of heat from the water per hour.

One Year Anniversaries

August, 1972

Blue Cross and Medicare A

Janet Deloach	Provider Reimbursement
Pamela Brandt	Special Claims
Caterina Luke	Major Medical
Portia Mallinson	Quality Control
Virginia Barry	BC/BS Support
Deloris Barger	Master Registry
Linad McLaughlin	Med. A Medical Review
George Doster	Orlando
Patricia Leece	Mail Room
Janice Walton	Major Medical
Joseph Dunn, Jr.	Internal Audit
Debra Joseph	Keypunch - General
Betty Sell	Coral Gables
Jimmie Patton	Operations Support
Quida Miller	Med. A Approval
Ernestine Jones	Med. A Services
David Rainey	Building Maintenance
Mary Adams	Coral Gables
Christine Callahan	Coral Gables
Stafford Freeman, Jr.	Operations Support
Ruth Wellborn	Major Medical
Carolyn Bryan	Coral Gables
William Buckner	Group Sales

Blue Shield and Medicare B

Wanda Stine	Med. B Screening & Coding
Minnie Palmer	Med. B Entry
Patricia Callen	Med. B Entry
Annie Clark	Med. B Special Claims
Denisa Bradsher	B/S Data Recording
Patricia Phillips	Med. B Entry
Yarin Hathcox	Med. B Claims Examining
Paulette Coleman	Claims Approval
Shirley Glasscock	Blue Shield Files

PROMOTION IN WEST PALM BEACH



Pat Pate

Pat Pate has been promoted to Section Leader in the West Palm Beach branch office, succeeding Amelia Frostic who recently retired.

Pat previously worked in 1965-1966, left the company for a brief time, and returned in January, 1967. Since that time she has served as Receptionist, Medicare Analyst, Claims Analyst, and also as secretary to Representative Tom Russell. She will continue to serve as his secretary in addition to her new Section Leader duties.

A native of Philadelphia, Pennsylvania, Pat has lived in Florida since 1963 where she graduated from Rosarian Academy. She also attended Palm Beach Junior College.

Pat and her husband, Bill, are members of a fishing club by the name of Bassmasters of the Palm Beaches. The club presently has 65 members, and Bill serves as its President. Pat's hobbies include cooking, and she recently finished sewing lessons and will now attempt to make some of her own clothes.

In Memoriam



Blue Cross and Blue Shield of Florida extend deepest sympathy to the family and friends of Henry Plant Osborne, Sr., 84, who passed away on Saturday, July 15, 1972, after a long illness. He lived at 5781 Pine Avenue on Fleming Island in Orange Park.

Mr. Osborne was one of the founders of Blue Cross of Florida in 1944 and of Blue Shield of Florida in 1946. Our first office was located in his law offices, and Mr. Osborne bought the first health prepayment contract we issued.

The two-story office constructed at 532 Riverside Avenue was built on the site of Mr. Osborne's family home.

Mr. Osborne had served as general counsel for Blue Cross and Blue Shield and was a past Director of Blue Shield, serving from 1947 until 1959 when he was made an Honorary Director.

A native and life-long resident of Jacksonville, he practiced law here for more than 60 years. He graduated from the University of North Carolina in 1909 and from the Law School of the University of Florida in 1911.

He was a member of Phi Beta Kappa honorary fraternity, Sigma Alpha Epsilon social fraternity, the Jacksonville Bar Association, the Florida Bar, and the American Bar Association.

He is survived by three daughters and a son, H. P. Osborne, Jr., and nine grandchildren. His wife, Mrs. Nancy Cooper Osborne died in May, 1970. Mr. Osborne, Jr. is general counsel for Blue Cross and Blue Shield and is a member of the Board of Directors of Blue Shield.



Deepest sympathy is extended to the family and personal friends of Richard T. Shaar, M.D. from his many friends and associates at Blue Cross and Blue Shield upon learning of his death Tuesday morning, July 25, 1972.

Dr. Shaar was a medical consultant for Blue Cross and Blue Shield since 1966. Previously he practiced general surgery in Jacksonville from 1955.

Dr. Shaar received his undergraduate training at the University of Pennsylvania and medical degree from Jefferson Medical College, Philadelphia, Pennsylvania. His internship was completed at St. Vincent's Hospital, Jacksonville, Florida followed by residencies at St. Vincent's Hospital as well as Bethesda Naval Hospital, Bethesda, Maryland. He served with the Navy both in World War II and the Korean War. Dr. Shaar was a Diplomate of the American Board of Surgery and was a member of the Duval County Medical Society, Florida Medical Association and the American Medical Association.

Dr. Shaar is survived by his widow Mrs. Barbara Shaar; two sons, Richard T. Shaar, Jr., and William Mason Shaar; a daughter, Mary Anne Shaar; his father, C. M. Shaar, M.D.; his mother, Mrs. Mary T. Shaar and a brother, C. M. Shaar, Jr.



Unless you have driven by our new 20-story building construction on Riverside Avenue lately, this is probably your first look at the entrance to the building.

The large photo, taken late in July, shows the 10-story building adjacent to the present construction, and also the 2-story office at 532 Riverside. This latter structure will be torn down in the future to make way for a driveway in front of the office.

This photograph showing the entrance to the new building gives a good idea of how large the structure is. One feels quiet lost standing in the doorway.

